



UNIVERSITY OF
ARKANSAS

SafeGragh Social Distancing Metrics for COVID-19 Studies

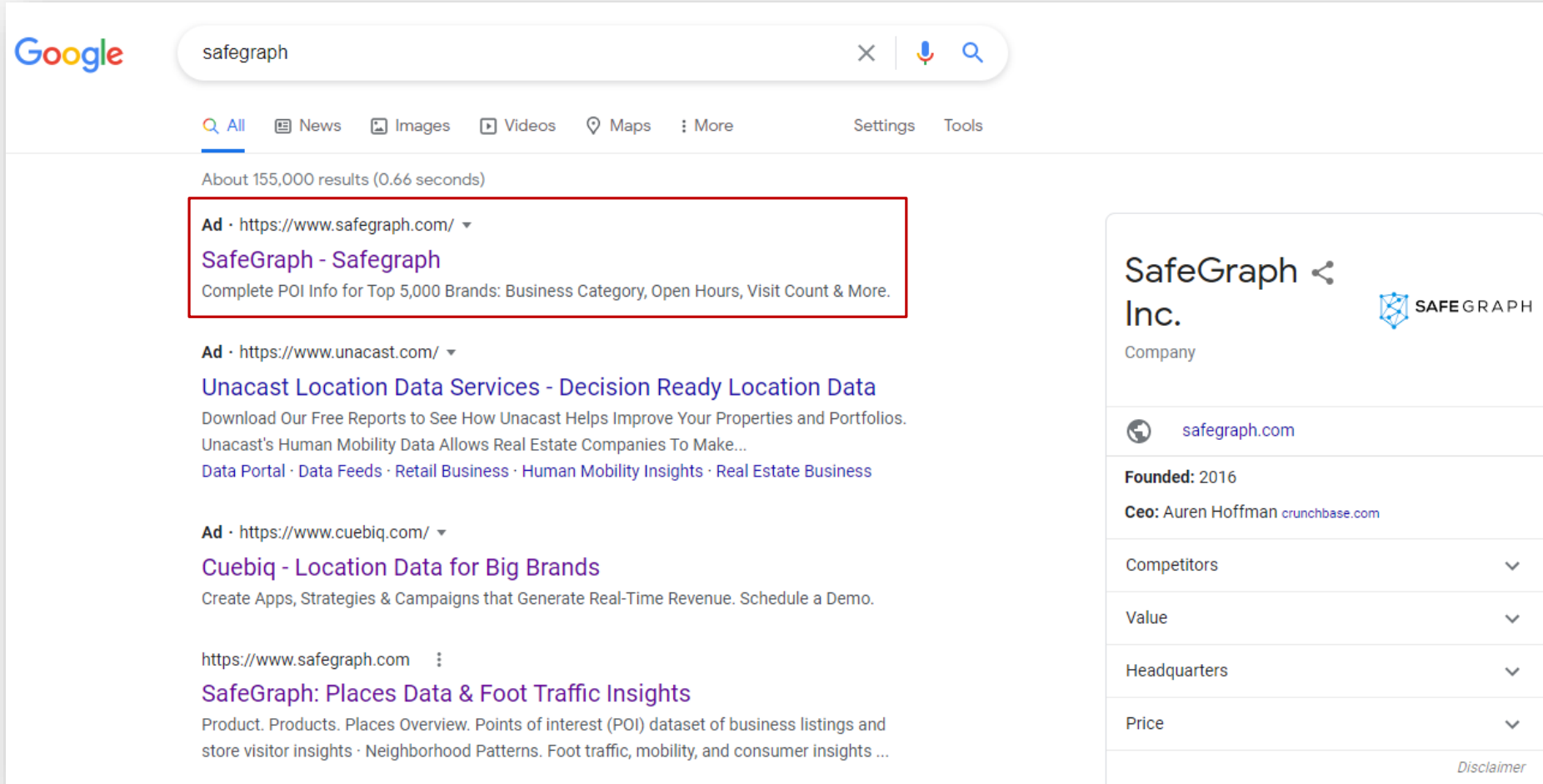


UNIVERSITY OF
ARKANSAS®

SafeGraph Social Distancing Metrics for COVID-19 Studies

- **How to obtain SafeGraph COVID-19 data?**
- **How Social Distancing Metrics are derived?**
- **What information do Social Distancing Metrics contain?**
- **What do Social Distancing Metrics look like?**
- **How can these data be utilized in COVID-19 studies**

What is SafeGraph?



Google search results for 'safegraph'. The search bar shows 'safegraph' and the results indicate 'About 155,000 results (0.66 seconds)'. The first result is an advertisement for 'SafeGraph - Safegraph' with a red box around it. Below it are other ads for 'Unacast Location Data Services' and 'Cuebiq - Location Data for Big Brands'. A knowledge panel on the right provides information about 'SafeGraph Inc.', including its website, founding year (2016), CEO (Auren Hoffman), and various metrics like competitors, value, headquarters, and price.

Google

safegraph

All News Images Videos Maps More Settings Tools

About 155,000 results (0.66 seconds)

Ad · <https://www.safegraph.com/>

SafeGraph - Safegraph

Complete POI Info for Top 5,000 Brands: Business Category, Open Hours, Visit Count & More.

Ad · <https://www.unacast.com/>

Unacast Location Data Services - Decision Ready Location Data

Download Our Free Reports to See How Unacast Helps Improve Your Properties and Portfolios. Unacast's Human Mobility Data Allows Real Estate Companies To Make...
Data Portal · Data Feeds · Retail Business · Human Mobility Insights · Real Estate Business

Ad · <https://www.cuebiq.com/>


Cuebiq - Location Data for Big Brands

Create Apps, Strategies & Campaigns that Generate Real-Time Revenue. Schedule a Demo.

<https://www.safegraph.com/>

SafeGraph: Places Data & Foot Traffic Insights

Product. Products. Places Overview. Points of interest (POI) dataset of business listings and store visitor insights · Neighborhood Patterns. Foot traffic, mobility, and consumer insights ...

SafeGraph Inc. 

Company

[safegraph.com](https://www.safegraph.com/)

Founded: 2016

Ceo: Auren Hoffman [crunchbase.com](https://www.crunchbase.com)

Competitors

Value

Headquarters

Price

Disclaimer



SAFEGRAPH

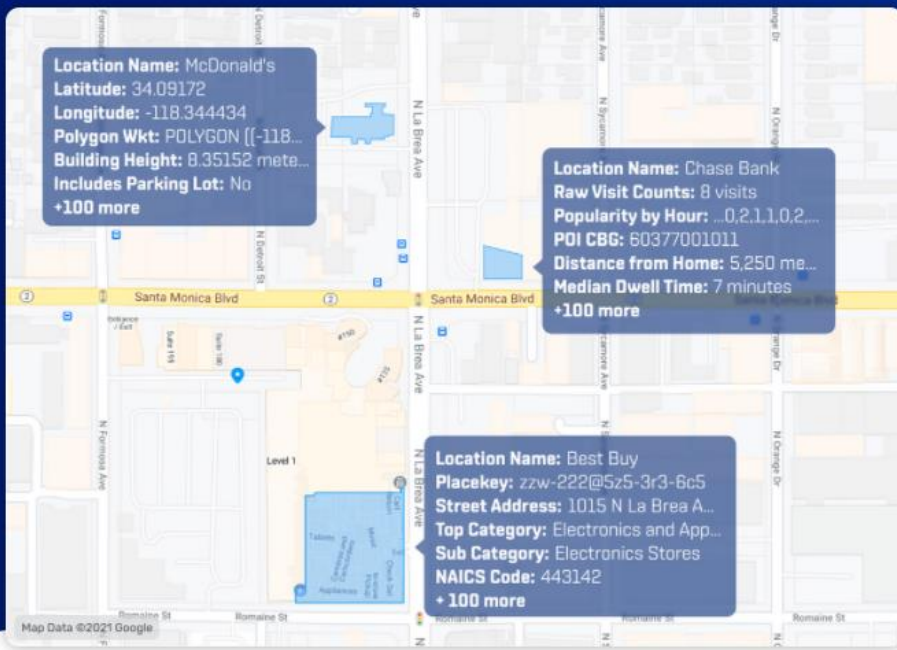
What is SafeGraph?



The Source of Truth for Places Data

Organizations trust SafeGraph data to drive their business forward. Access the most accurate point of interest (POI) and foot traffic data on the market.

Explore Data Contact Sales



A commercial company that aims to provide insights about physical places by aggregating anonymized location data from numerous applications and devices.

INDUSTRY LEADERS RUN ON SAFEGRAPH



What is SafeGraph?



Core Places



Geometry



Patterns

What is SafeGraph?



Core Places



Geometry



Patterns

- ❖ **Core Places:** Base information such as location name, address, category, and brand association for points of interest (POIs) where people spend time or money. Available for ~8.4M POI including permanently closed POIs.
- ❖ **Geometry:** POI footprints with spatial hierarchy metadata depicting when child polygons are contained by parents or when two tenants share the same polygon. Available for ~7.8M POI (Geometry metadata not provided for closed POIs)
- ❖ **Patterns:** Place traffic and demographic aggregations that answer: how often people visit, how long they stay, where they came from, where else they go, and more. Available for ~4.5M POIs.

How to obtain SafeGraph COVID-19 data?

SAFEGRAPH Product ▾ Docs ▾ Resources ▾ Covid-19 Toolkit ▾ EXPLORE DATA CONTACT SALES

The Source of Truth for Places Data

Organizations trust SafeGraph data to drive their business forward. Access the most accurate point of interest (POI) and foot traffic data on the market.

[Explore Data](#) [Contact Sales](#)

Location Name: McDonald's
Latitude: 34.09172
Longitude: -118.344434
Polygon Wkt: POLYGON [(-118...
Building Height: 8.35152 mete...
Includes Parking Lot: No
+100 more

Location Name: Chase Bank
Raw Visit Counts: 8 visits
Popularity by Hour: ...0.2,1.1,0.2...
POI CBG: 60377001011
Distance from Home: 5.250 me...
Median Dwell Time: 7 minutes
+100 more

Location Name: Best Buy
Placekey: zzw-222@5z5-3r3-6c5
Street Address: 1015 N La Brea A...
Top Category: Electronics and App...
Sub Category: Electronics Stores
NAICS Code: 443142
+100 more

Map Data ©2021 Google

COVID-19 Toolkit




INDUSTRY LEADERS RUN ON SAFEGRAPH




SAFEGRAPH

How to obtain SafeGraph COVID-19 data?

 SAFE GRAPH Product ▾ Docs ▾ Resources ▾ Covid-19 Toolkit ▾ EXPLORE DATA [CONTACT SALES](#)

The Source of Truth for POI and Business Listings

Unlock innovation with the most accurate points-of-interest (POI) and store visitor insights data for commercial places in the U.S.



- Economy Reopening Dashboard
- Shelter-in-Place Dashboard
- Foot Traffic Impact Dashboard
- Data Consortium
- Weekly Patterns Data

Connect with SafeGraph

Work Email

Company Name


[Learn more](#)

How to obtain SafeGraph COVID-19 data?

SAFEGRAPH Product ▾ Docs ▾ Resources ▾ Covid-19 Toolkit ▾ EXPLORE DATA CONTACT SALES

The Source of Truth for POI Business Listings

Unlock innovation with the most accurate points-of-interest (POI) and store visitor insights data for commercial places in the U.S.



- Economy Reopening Dashboard
- Shelter-in-Place Dashboard
- Foot Traffic Impact Dashboard
- Data Consortium**
- Weekly Patterns Data

Connect with SafeGraph

Work Email

Company Name

[Learn more](#)

How to obtain SafeGraph COVID-19 data?



FREE DATA

SafeGraph Data for Academics

Through the Data for Academics program SafeGraph is forwarding our mission to democratize access to data. How is SafeGraph data powering academic research? [Find the work done leveraging our data.](#)

SafeGraph's datasets include over 7 million consumer Points-of-Interest (POI) in the US & Canada which includes business listing information (like phone number, business category, open hours) and POI location info (lat/long, physical address, and building footprint).

Using an anonymized mobile GPS location data panel, we combined this with our POI data to create foot-traffic insights (visitor counts, dwell times, distances travelled, and visitor neighborhood origins) to these POI.

By signing-up for SafeGraph's Data for Academics program you'll receive:

- No-cost access to SafeGraph data for your non-commercial work.
- Access to the Placekey community to find support and community with other geospatial data enthusiasts.

If you're not an academic but interested in accessing the Placekey community you can do so [here](#).

Members:



Request Access to Data

First Name

Last Name

Organization Name

Work Email

By checking this circle, I acknowledge and agree that I accept the [terms of service](#), am registering with my email address associated with my university, and am licensing the Data through the Academic Partnership Program as described in Section 11.

Join

How to obtain SafeGraph COVID-19 data?

FREE DATA SafeGraph Data for Academics

Through the Data for Academics program SafeGraph is forwarding our mission to democratize access to data. How is SafeGraph data powering academic research? [Find the work done leveraging our data.](#)

SafeGraph's datasets include over 7 million consumer Points-of-Interest (POI) in the US & Canada which includes business listing information (like phone number, business category, open hours) and POI location info (lat/long, physical address, and building footprint).

Using an anonymized mobile GPS location data panel, we combined this with our POI data to create foot-traffic insights (visitor counts, dwell times, distances travelled, and visitor neighborhood origins) to these POI.

By signing-up for SafeGraph's Data for Academics program you'll receive:

- No-cost access to SafeGraph data for your non-commercial work.
- Access to the Placekey community to find support and community with other geospatial data enthusiasts.

If you're not an academic but interested in accessing the Placekey community you can do so [here](#).

Members:



Request Access to Data

By checking this circle, I acknowledge and agree that I accept the [terms of service](#), am registering with my email address associated with my university, and am licensing the Data through the Academic Partnership Program as described in Section 11.

Request Access to Data

By checking this circle, I acknowledge and agree that I accept the [terms of service](#), am registering with my email address associated with my university, and am licensing the Data through the Academic Partnership Program as described in Section 11.



How to obtain SafeGraph COVID-19 data?

Wait for an email...

How to obtain Social Distancing Metrics?

SafeGraph

Home

Start Here

Datasets

- SafeGraph Datasets
- Partner Datasets
- Datasets from other orgs

Information

Welcome!

Welcome to the SafeGraph Data Catalog, Xiao. To browse the catalog, click [Browse](#).

Getting Started

Please message us in the [#safegraphdata](#) channel if you are having any issues at all!

To download data from the SafeGraph Data Catalog using the AWS CLI, you will first need to get an Access Key and set up your AWS client. First, download and install the [AWS CLI](#). Then click the button below to generate your access key and setup instructions.

Reveal Access Key

Copyright © SafeGraph 2021.

How to obtain Social Distancing Metrics?

Available Datasets				
Open Census Data	Census and American Community Survey, organized as individual columns, for every census block group in the USA. Also, geospatial boundaries for every census block group in the USA		Web	SafeGraph
Open Census Data	Bulk download the complete dataset of demographics from the US Census by Census Block Group.		CLI Contact Us	SafeGraph
Social Distancing Metrics v2.1 (formerly Physical Distancing Metrics)	*Please note that this dataset is no longer being updated as of 4/19/21. We recommend the weekly patterns datasets in its place for continued research.*Aggregated daily views of USA foot-traffic summarizing movement between census block groups.		Web CLI	SafeGraph
Weekly Places Patterns v2 (until 2020-06-15)	See Monthly Places Patterns, but aggregated and delivered weekly. USA only.		Web CLI	SafeGraph
Weekly Places Patterns (for data from 2020-06-15 to 2020-11-30)	This is an old release that ends its coverage at the week ending 2020-11-25. See Monthly Places Patterns, but aggregated and delivered weekly. USA only. Also contains: home_panel_summary, normalization_stats, and release_metadata. For weeks that ended on or after 2020-06-24. The date paths are {delivery_year}/{delivery_month}/{delivery_day}/{delivery_hour}/{name}-part{partnumber}.csv.gz . For the range covered, please use the `date_range_start` and `date_range_end` columns.		Web CLI	SafeGraph

Note: updated as of 04/19/2021

01/01/2019



04/19/2021

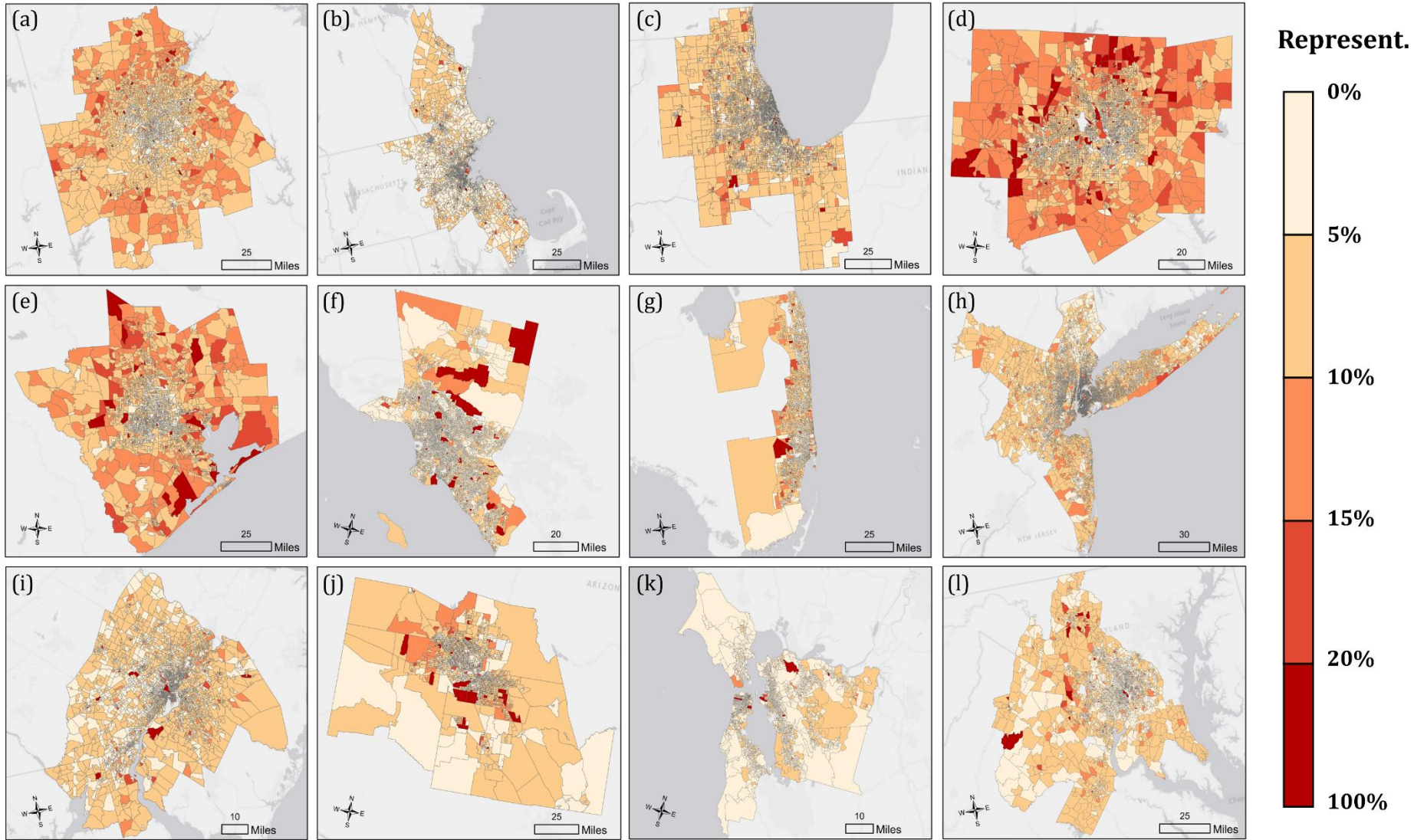
How Social Distancing Metrics are derived?

- ❖ “The data was generated using a panel of **GPS pings** from 45 million **anonymous mobile devices**”
- ❖ “We determine the common nighttime location (**devices’ home**) of each mobile device over a **6-week** period to a Geohash-7 granularity ($\sim 153\text{m} \times \sim 153\text{m}$)”
- ❖ We then aggregate the devices by **home census block group** and provide the metrics set out below for each census block group.

Representativeness?

“Although SafeGraph Patterns aggregates data from ~ **10%** of devices in the United States, this sample **IS NOT** a perfect representative subset of the population”

Representativeness?



- (a) Atlanta MSA;
- (b) Boston MSA;
- (c) Chicago MSA
- (d) Dallas MSA;
- (e) Houston MSA;
- (f) Los Angeles MSA;
- (g) Miami MSA;
- (h) New York MSA;
- (i) Philadelphia MSA;
- (j) Phoenix MSA;
- (k) San Francisco MSA;
- (l) D.C. MSA.

What information do Social Distancing Metrics contain?

Column Name:	Descriptions:	Example:
origin_census_block_group	The unique 12-digit FIPS code for the Census Block Group. Please note that some CBGs have leading zeros.	131000000000
date_range_start	Start time for measurement period in ISO 8601 format of YYYY-MM-DDTHH:mm:SS±hh:mm (local time with offset from GMT).	2020-03-01T00:00:00-06:00
date_range_end	End time for measurement period in ISO 8601 format of YYYY-MM-DDTHH:mm:SS±hh:mm (local time with offset from GMT).	2020-03-02T00:00:00-06:00

What information do Social Distancing Metrics contain?

Column Name:	Descriptions:	Example:
<code>device_count</code>	Number of devices seen in our panel during the date range whose home is in this census_block_group. Home is defined as the common nighttime location for the device over a 6-week period where nighttime is 6 pm - 7 am.	100
<code>distance_traveled_from_home</code>	Median distance (in meters) traveled from the geohash-7 of the home by the devices included in the device_count during the time period (excluding any distances of 0). We first find the median for each device and then find the median across all of the devices	200
<code>bucketed_distance_traveled</code>	Key is range of meters (from geohash-7 of home) and value is device count. If a device made multiple trips, we use the median distance for the device.	<code>{"0": 100, "1-1000": 40, ... "<50000": 0}</code>

What information do Social Distancing Metrics contain?

Column Name:

Descriptions:

Example:

completely_home_device_count	Out of the device_count, the number of devices which did not leave the geohash-7 in which their home is located during the time period.	40
median_home_dwell_time	Median dwell time at home geohash-7 ("home") in minutes for all devices in the device_count during the time period. For each device, we summed the observed minutes at home across the day (whether or not these were contiguous) to get the total minutes for each device. Then we calculate the median of all these devices.	1200
bucketed_home_dwell_time	Key is range of minutes and value is device count of devices that dwelled at geohash-7 of home for the given time period. For each device, we summed the observed minutes at home across the day to get the total minutes for each device this day. Then we count how many devices are in each bucket.	{ "<60": 0, "61-360": 0, "361-720": 10, "721-1080": 40, ">1081": 50 }

What information do Social Distancing Metrics contain?

Column Name:

Descriptions:

Example:

at_home_by_each_hour

A mapping of hour of day to the number of devices at geohash-7 home in each hour over the course of the day in local time. First element in the array corresponds to the hour of midnight to 1am.

```
[ 90, 90, 90, 80, 80, 70, 70, ... ]
```

destination_cbgs

Key is a destination census block group and value is the number of devices with a home in census_block_group that stopped in the given destination census block group for >1 minute during the time period.

```
{"130890212162":91, "131210101101":22, "131350502123":20}
```

bucketed_away_from_home_time

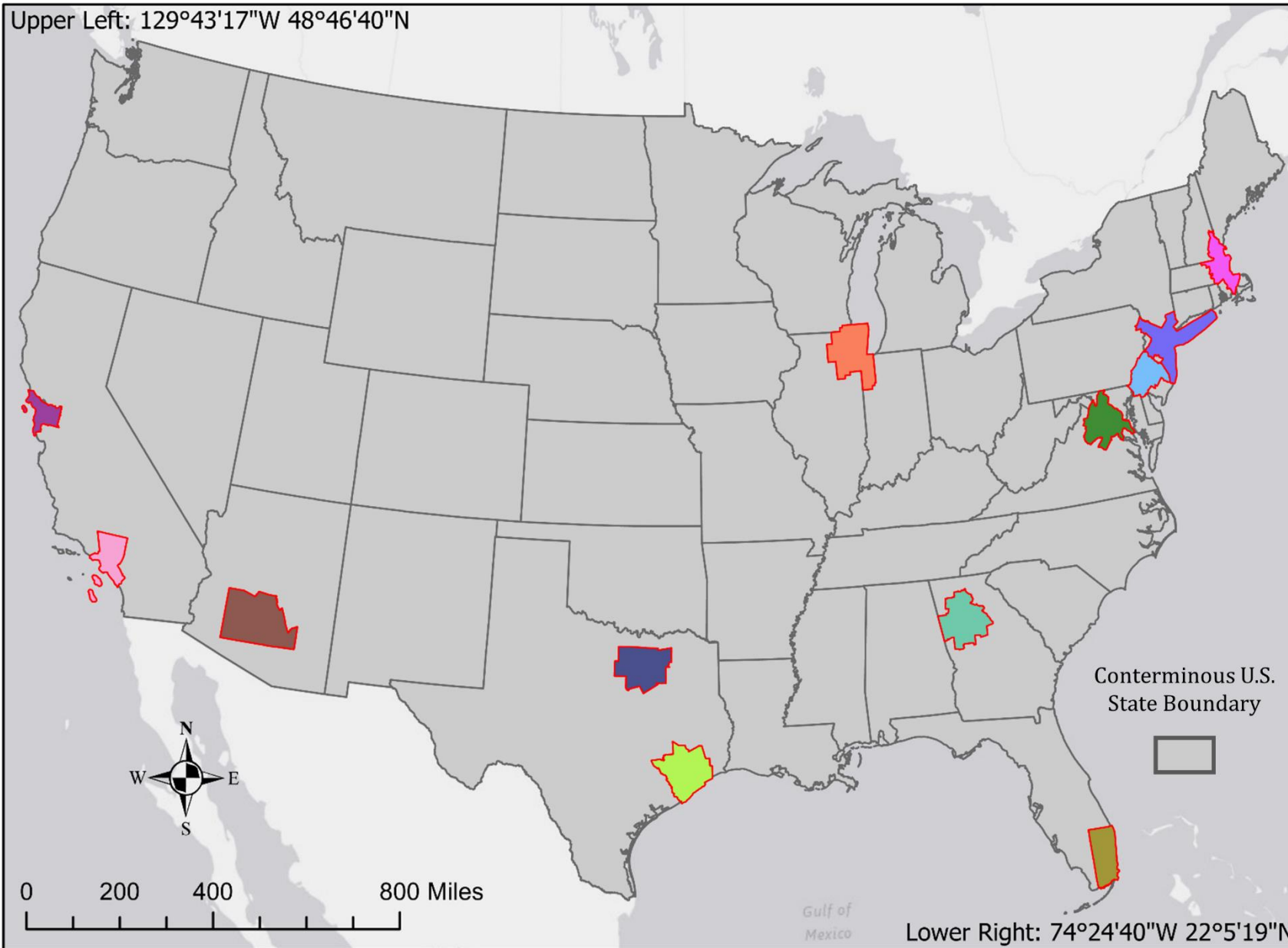
Key is range of minutes and value is device count of devices that dwelled anywhere outside of the geohash-7 of home for the given time period.

```
"0- 20": 5, "21-45": 4, "46-60": 5, "61-120": 4, "121-180": 5, "181-240": 10}
```


Staying at home is a privilege: evidence from fine-grained mobile phone location data in the U.S. during the COVID-19 pandemic












- We use **fine-grained home-dwelling records** collected from millions of mobile devices to assess and cross-compare the **compliance** of stay-at-home orders in the **top twelve most-populated MSAs** in the U.S.
- We apply an **optimized Random Forest** algorithm, a popular machine learning method, to statistically investigate the **contribution of demographic/socioeconomic variables** to the **increase** in home-dwelling time.
- We present the **feature importance** of selected demographic/socioeconomic variables and the performance of the designed Random Forest model in predicting the increase in home-dwelling time based on these variables.

Upper Left: 129°43'17"W 48°46'40"N

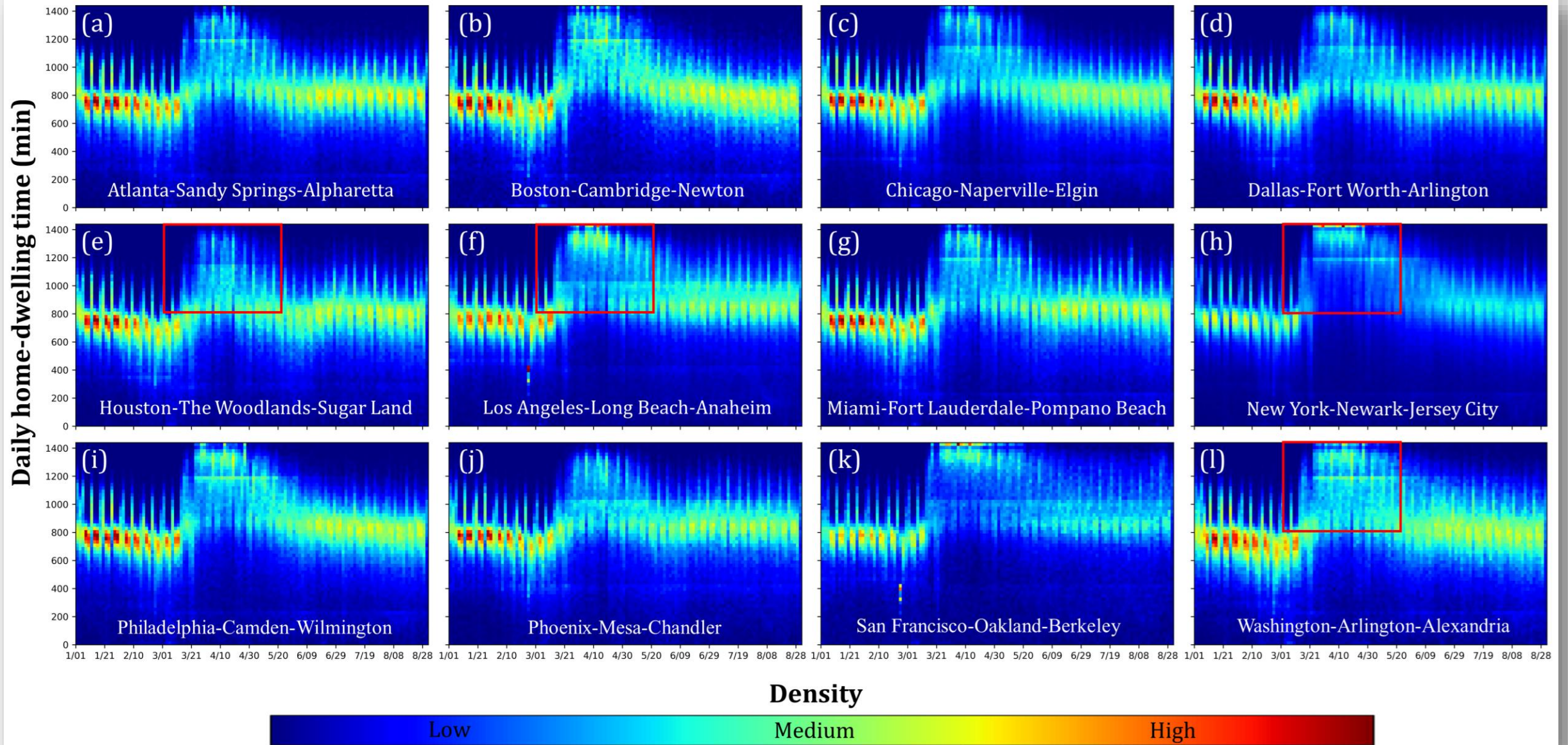


Conterminous U.S.
State Boundary



-  New York-Newark-Jersey City
-  Los Angeles-Long Beach-Anaheim
-  Chicago-Naperville-Elgin
-  Dallas-Fort Worth-Arlington
-  Houston-The Woodlands-Sugar Land
-  Washington-Arlington-Alexandria
-  Miami-Fort Lauderdale-Pompano Beach
-  Philadelphia-Camden-Wilmington
-  Atlanta-Sandy Springs-Alpharetta
-  Phoenix-Mesa-Chandler
-  Boston-Cambridge-Newton
-  San Francisco-Oakland-Berkeley

Lower Right: 74°24'40"W 22°5'19"N



Hyperparameter
space

A certain MSA

∇_{HDT}



Y

Random Forest

Demographics/
socioeconomic variables



X

Feature importance

Partial dependency

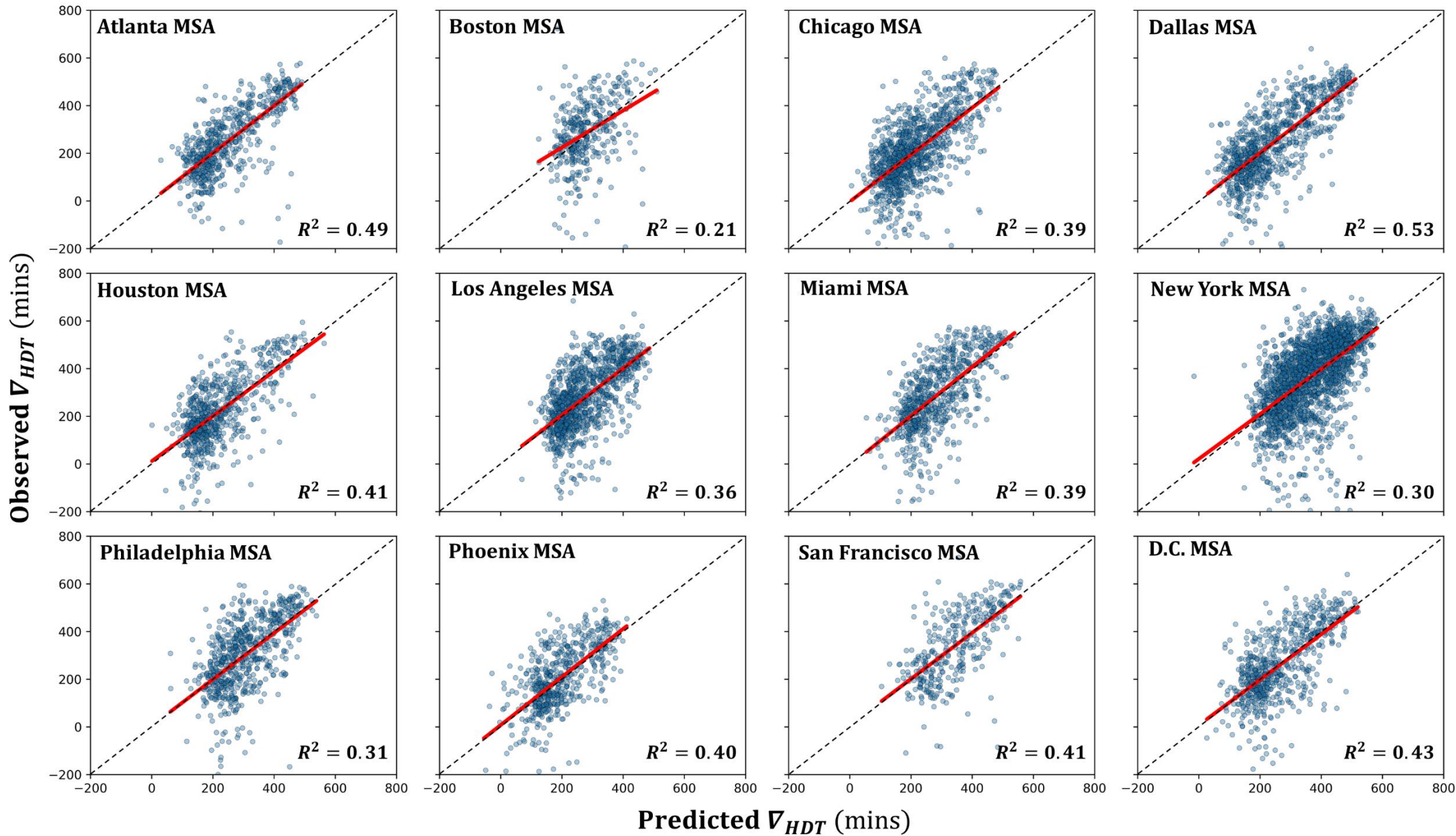
(1) A total of n_{tree} bootstrap samples, i.e., $S_1, S_2 \dots S_{n_{tree}}$, are drawn with replacement from the training set in that MSA. A bootstrap subset contains approximately one-third of the records in the training set. The elements not included in a bootstrap subset are referred to as out-of-bag (OOB) data.

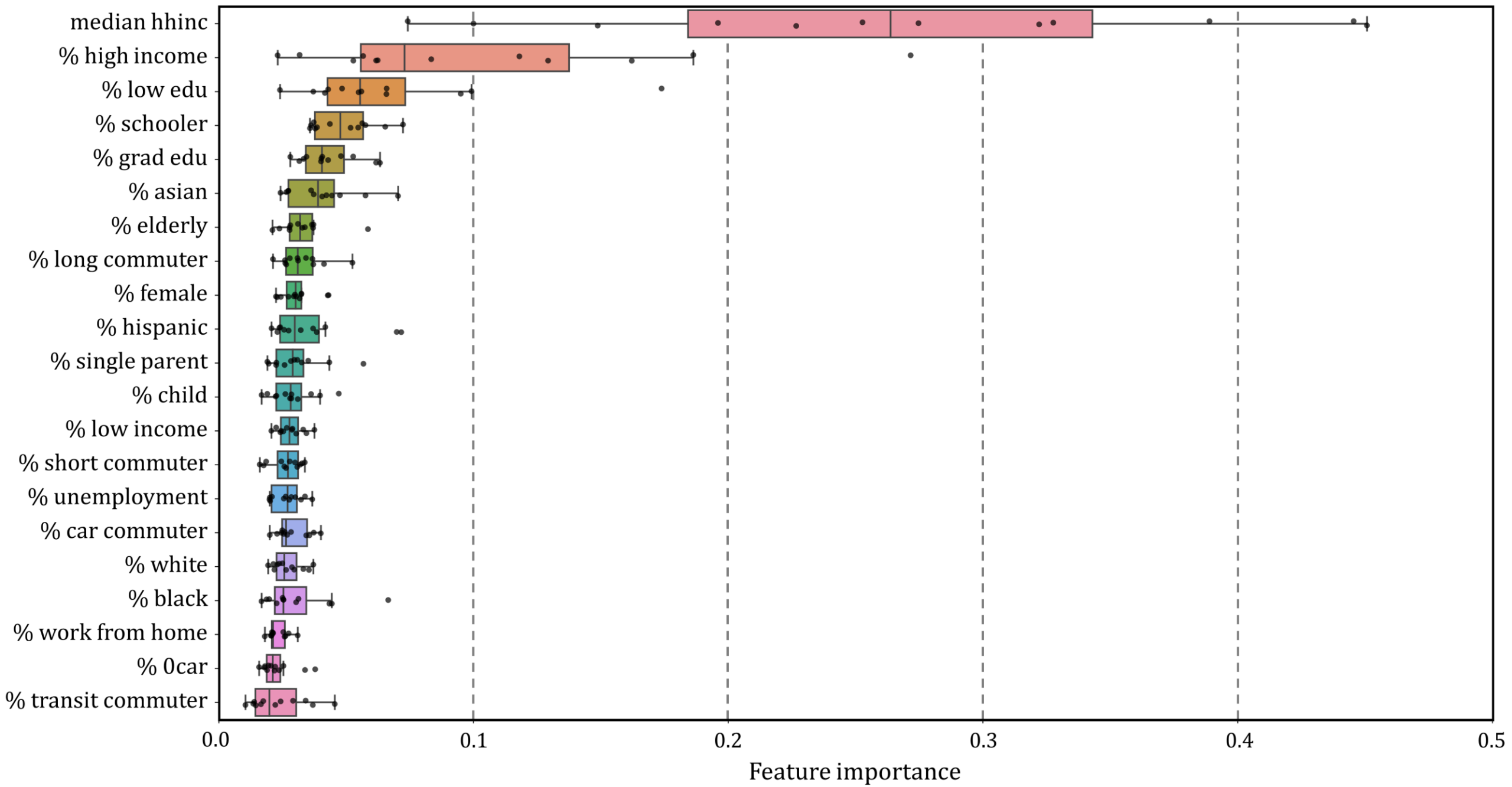
(2) The bootstrap samples are used to grow an unpruned regression tree: at each node, a total of m_{try} predictor variables are randomly selected, and the best split is chosen from among these variables. A prediction function is therefore formed for each bootstrap subset: $\hat{Y}_1 = \hat{f}(X, S_1), \hat{Y}_2 = \hat{f}(X, S_2), \dots, \hat{Y}_{n_{tree}} = \hat{f}(X, S_{n_{tree}})$.

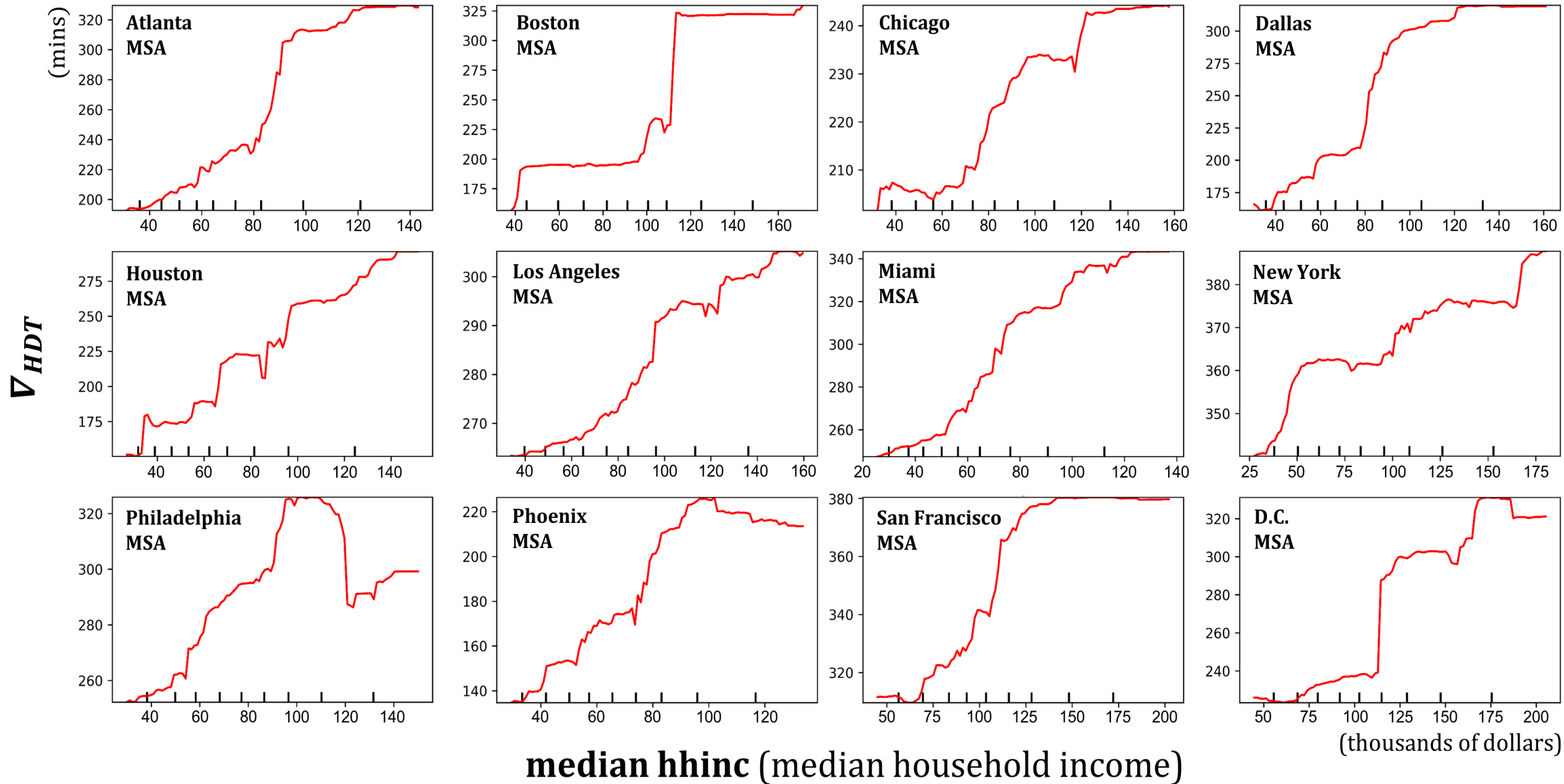
(3) The OOB data are predicted by averaging the predictions from n_{tree} trees. $\hat{Y} = \frac{1}{n_{tree}} \sum_{k=1}^{n_{tree}} \hat{f}(X, S_k)$. The importance of each predictor is further measured by calculating the percent increase in Mean Square Error (MSE).

$$n_{tree}: [10, 10, 1000]$$

$$m_{try} \in \{S, \frac{S}{2}, \frac{S}{3}, \sqrt{S}, \log_2(S)\}.$$

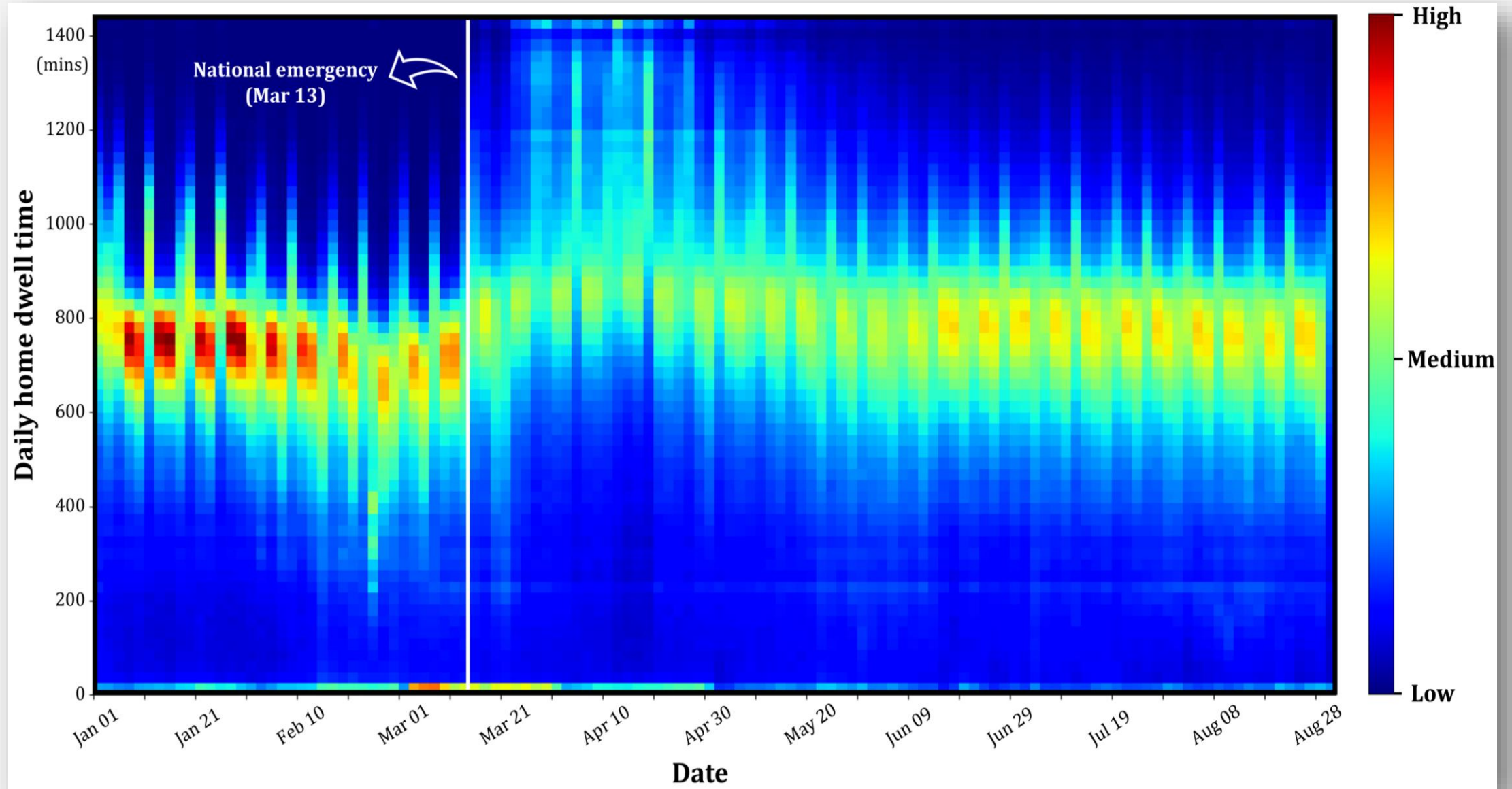






Exploring home-dwelling time patterns during the COVID-19 pandemic via Bayesian inference: policy compliance, spatial disparity, and exposed inequity

- We document the **multi-scale spatial disparity** in social distancing compliance in the U.S, revealed by the home-dwelling time records collected from massive mobile devices.
- We **identify different social distancing stages** by performing an automatic changepoint detection on U.S. home-dwelling time records via **Bayesian inference** with weakly informative priors.



Heat map of home dwell time for **219,972 CBGs** in the U.S. from January 1, 2020 to August 31, 2020

Methodology

τ : changepoints

μ : stage means

$$\mathcal{P}(\mu_1, \dots, \mu_n, \tau_1, \dots, \tau_{n-1}, \sigma | \mathcal{X})$$

$$= \frac{\mathcal{P}(\mathcal{X} | \mu_1, \dots, \mu_n, \tau_1, \dots, \tau_{n-1}, \sigma) \mathcal{P}(\mu_1, \dots, \mu_n, \tau_1, \dots, \tau_{n-1}, \sigma)}{\mathcal{P}(\mathcal{X})}$$



$$\mathcal{P}(\mathcal{X} | \mu_1, \dots, \mu_n, \tau_1, \dots, \tau_{n-1}, \sigma)$$

$$= \prod_{i=1}^{\tau_1} \mathcal{P}(x_i | \mu_1, \sigma) \prod_{j=\tau_1+1}^{\tau_2} \mathcal{P}(x_j | \mu_2, \sigma) \dots \prod_{m=\tau_{n-1}+1}^N \mathcal{P}(x_m | \mu_n, \sigma)$$

$$x_i = \begin{cases} N(\mu_1, \Sigma), & t \leq \tau_1 \\ N(\mu_2, \Sigma), & \tau_1 < t < \tau_2 \\ N(\mu_3, \Sigma), & t \geq \tau_2 \end{cases}$$

$$\mu_1 \sim \mathcal{N}(700, \sigma)$$

$$\mu_2 \sim \mathcal{N}(800, \sigma)$$

$$\mu_2 \sim \mathcal{N}(700, \sigma)$$

$$\tau_1 \sim \text{Unif}_{dct}(50, 130)$$

$$\tau_2 \sim \text{Unif}_{dct}(\tau_1, 200)$$

τ_1 : changepoint A

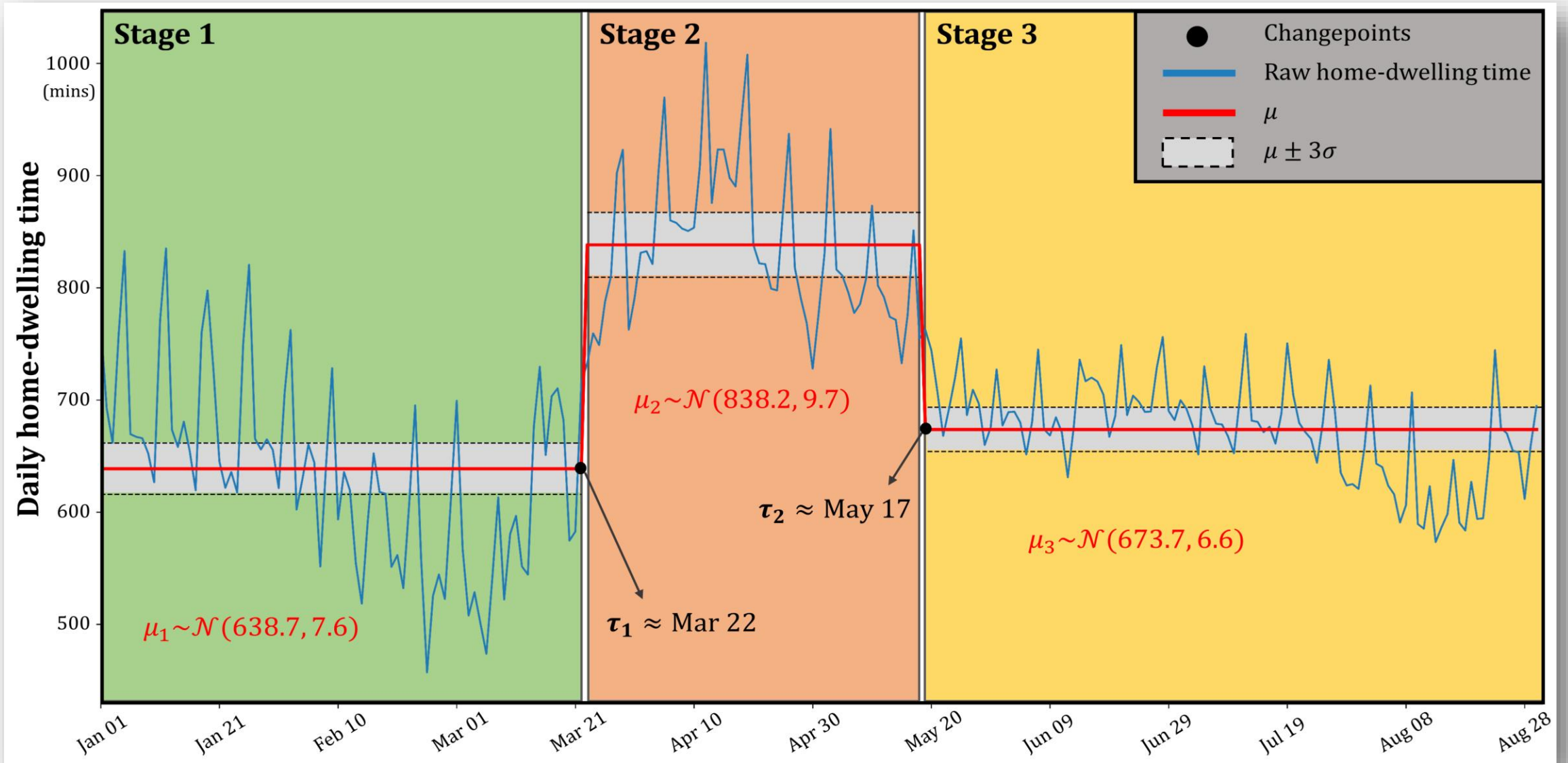
τ_2 : changepoint B

μ_1 : Stage 1 mean

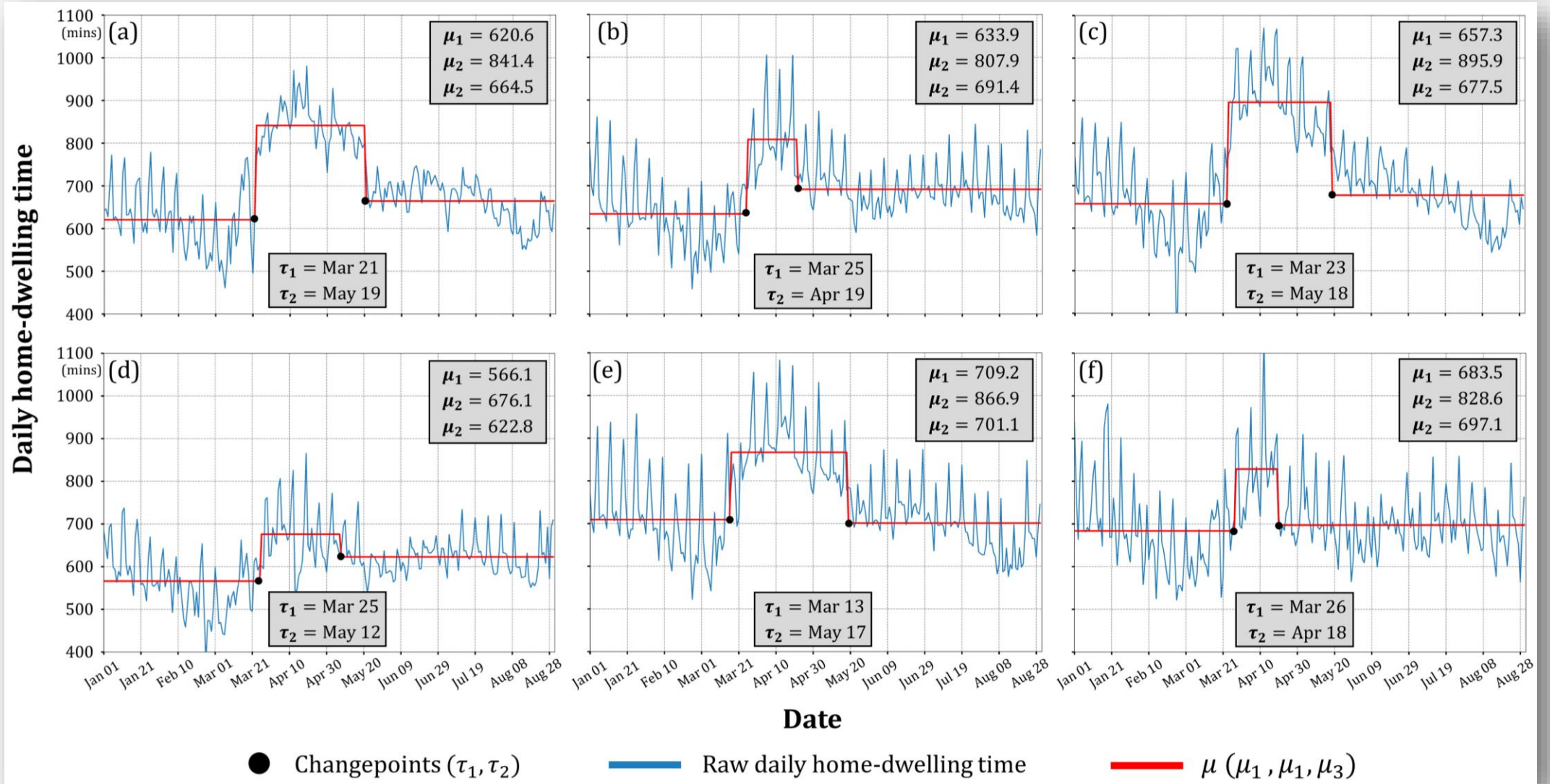
μ_2 : Stage 2 mean

μ_3 : Stage 3 mean

U.S. as a whole

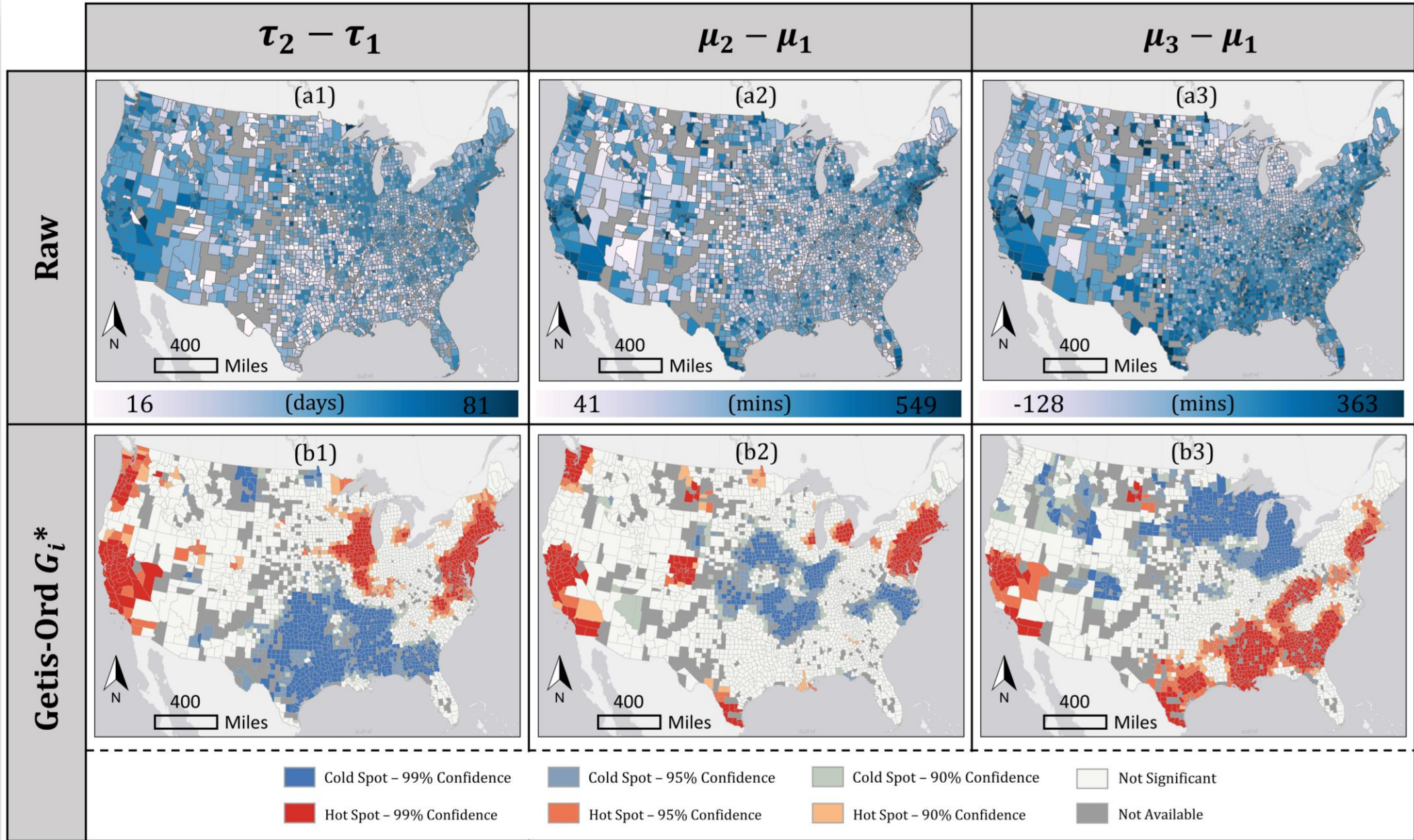


U.S. Counties

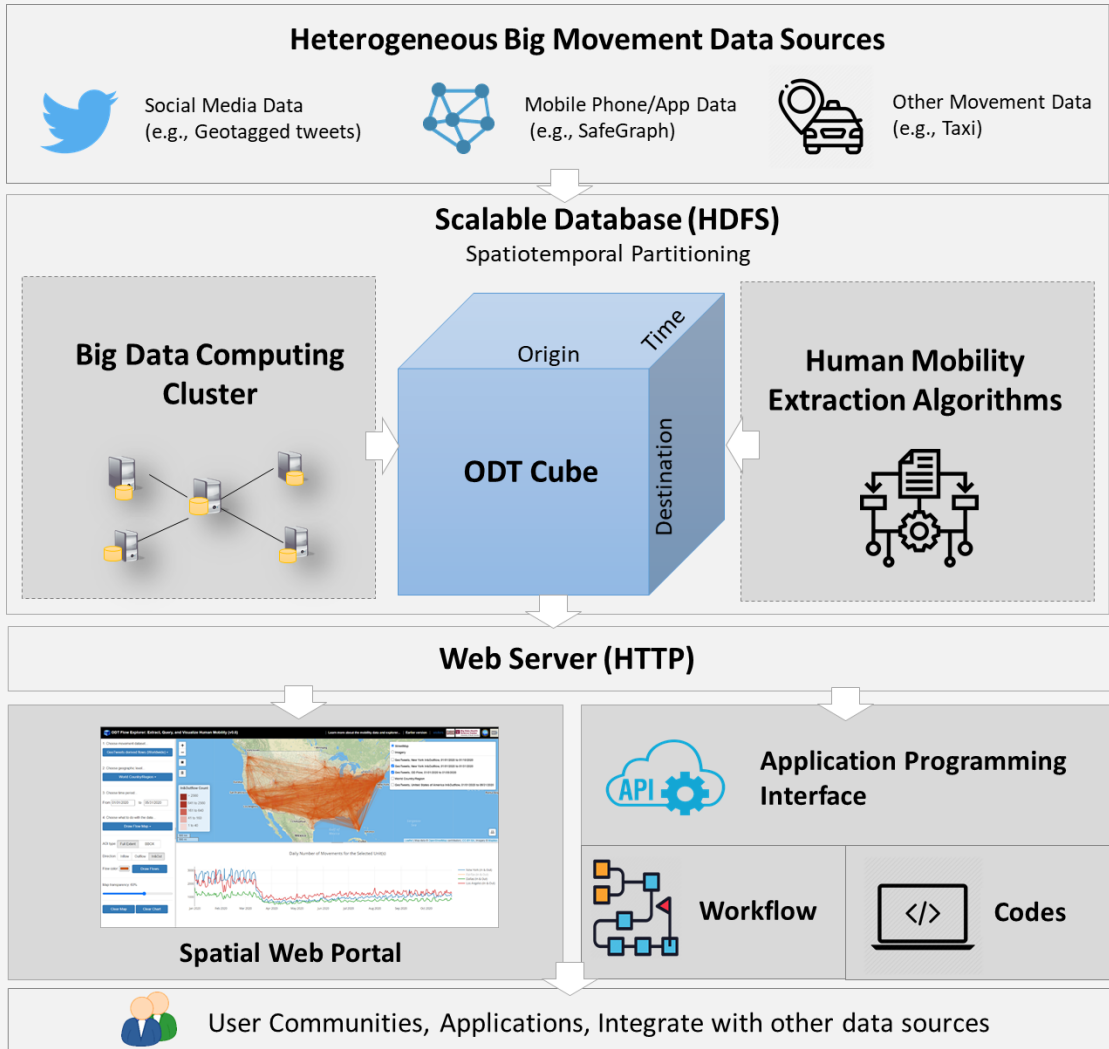


(a) Fulton County, Georgia; (b) Wayne County, Georgia (c) Pierce County, Washington; (d) Jefferson County, Arkansas; (e) Utah County, Utah; (f) Adair County, Iowa.

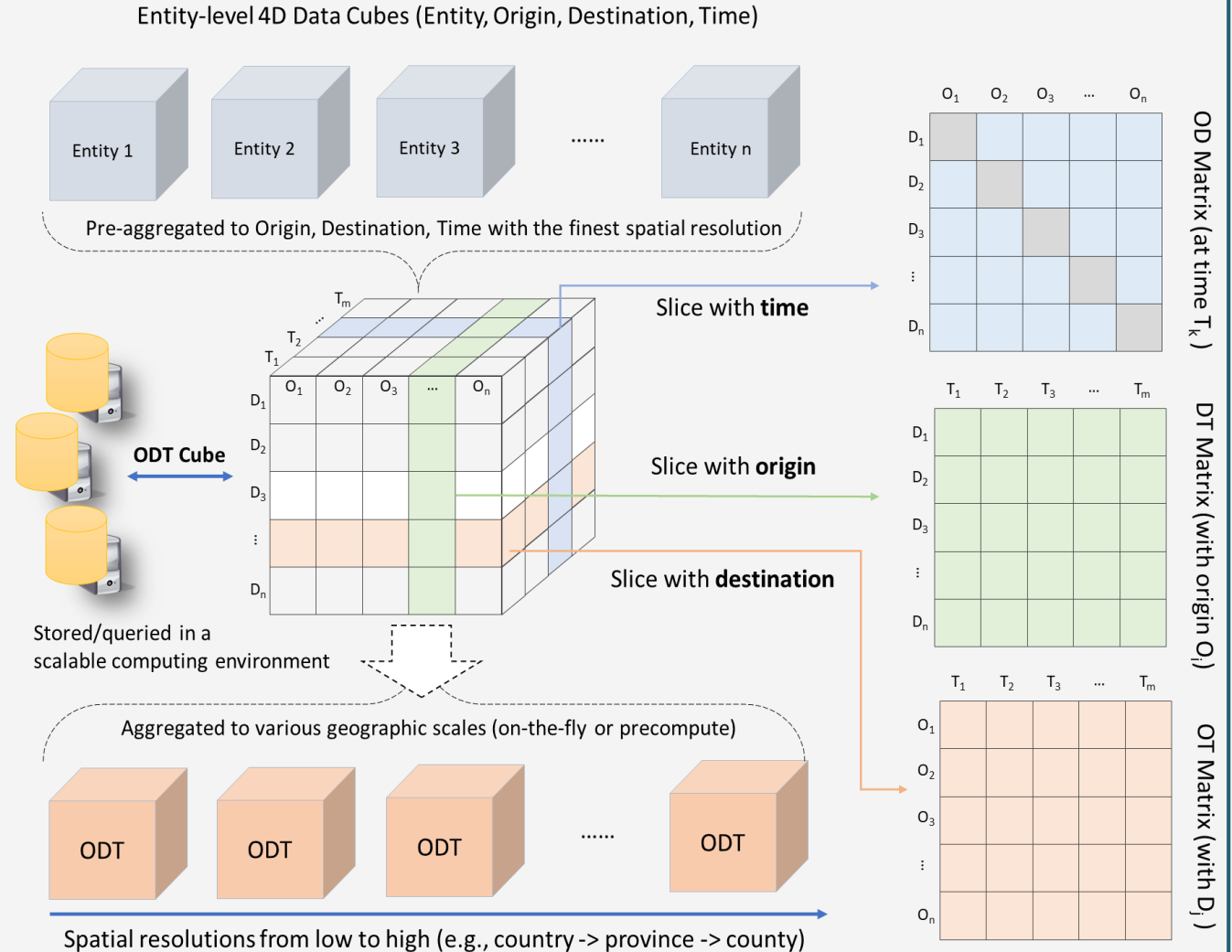
U.S. Counties



ODT Flow Platform



The system architecture of the ODT Flow platform



Origin-Destination-Time Cube

**ODT FLOW: A Scalable Platform for Extracting, Analyzing, and
Sharing Multi-source Multi-scale Human Mobility Flows**

<http://gis.cas.sc.edu/GeoAnalytics/od.html>

ODT FLOW: A Scalable Platform for Extracting, Analyzing, and Sharing Multi-source Multi-scale Human Mobility Flows

<http://gis.cas.sc.edu/GeoAnalytics/od.html>

Zhenlong Li, Xiao Huang, Tao Hu, Huan Ning, Xinyue Ye, Xiaoming Li

Geoinformation and Big Data Research Lab, Department of Geography, University of South Carolina, Columbia, SC, USA

Department of Geosciences, University of Arkansas, Fayetteville, AR, USA

Center for Geographic Analysis, Harvard University, Cambridge, MA, USA

Department of Landscape Architecture & Urban Planning, Texas A&M University, TX, USA

Department of Health Promotion, Education, and Behavior, University of South Carolina, Columbia, SC, USA

Huang, X., Li, Z., Jiang, Y., Ye, X., Deng, C., Zhang, J., & Li, X. (2021). The characteristics of multi-source mobility datasets and how they reveal the luxury nature of social distancing in the US during the COVID-19 pandemic. *International Journal of Digital Earth*, 1-19.

Huang, X., Li, Z., Jiang, Y., Li, X., & Porter, D. (2020). Twitter reveals human mobility dynamics during the COVID-19 pandemic. *PloS one*, 15(11), e0241957.

Huang, X., Li, Z., Lu, J., Wang, S., Wei, H., & Chen, B. (2020). Time-series clustering for home dwell time during COVID-19: what can we learn from it?. *ISPRS International Journal of Geo-Information*, 9(11), 675.

Huang, X., Lu, J., Gao, S., Wang, S., Liu, Z., & Wei, H. (2021). **Staying at home is a privilege: evidence from fine-grained mobile phone location data in the U.S. during the COVID-19 pandemic.** *Annals of the American Association of Geographers*. doi: 10.1080/24694452.2021.1904819.
(PDF) Staying at home is a privilege: evidence from fine-grained mobile phone location data in the U.S. during the COVID-19 pandemic.

Huang, X., Xu, Y., Liu, R., Wang, S., Wang, S., Zhang, M., Kang, Y., Zhang, Z., Gao, S., Li, Z. Exploring home-dwelling time patterns during the COVID-19 pandemic via Bayesian inference: policy compliance, spatial disparity, and exposed inequity. (To be submitted)

Li, Z., **Huang, X.**, Hu, T., Ning, H., Ye, X., & Li, X. (2021). ODT FLOW: A Scalable Platform for Extracting, Analyzing, and Sharing Multi-source Multi-scale Human Mobility. *arXiv preprint arXiv:2104.05040*.

Li, Z., **Huang, X.**, Ye, X., Jiang, Y., Yago, M., Ning, H., ... & Li, X. (2021). Measuring Place Connectivity Using Big Social Media Data. *arXiv preprint arXiv:2102.03991*.

Hu, T., Wang, S., She, B., Zhang, M., **Huang, X.**, Cui, Y., ... & Li, Z. (2021). Human Mobility Data in the COVID-19 Pandemic: Characteristics, Applications, and Challenges (Under Review).



UNIVERSITY OF
ARKANSAS

THANK YOU / QUESTIONS ?

Xiao Huang (xh010@uark.edu)

Department of Geosciences

University of Arkansas

Personal website: www.xiaohuang116.com

May 07, 2021